

- IV

Roll No.

8. Explain the strategies that must be considered for g competitive advantages.

R

9. What are the R strategies in multinational management a scuss different methods to face the nges of Multinational companies ?

<https://www.mdupapers.com>

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**MBA 2 Year 4th Semester
(New Scheme) 2011-2013
Examination-May, 2017**

GLOBAL STRATEGIC MANAGEMENT

Paper : MBA-417

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note: Question No. 1 in Section A is **compulsory**. Attempt four questions from Section B (**two** from each unit) selecting **one** question from each unit. All questions carry equal marks.

SECTION - A

1. Write short notes on :

(a) MNC

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[Turn Over

- (b) Globaliza
- (c) Managin; gration
- (d) Consolid: phases
- (e) Subsidia
- (f) Negotiati
- (g) Transfer ig techniques
- (h) Trade Fir

SECTION - B

UNIT - I

2. Discuss the drivers and obstacles to globalization

OR

3. What are the different components and challenges in international strategic management

UNIT - II

4. Explain the strategic considerations in foreign market identification.

OR

5. What is International Product Life Cycle and discuss its strategic decisions over different stages of international product life cycle ?

UNIT - III

6. Discuss the challenges faced by multinational recruitment, selection and at the time of performance appraisal.

OR

7. What is E-Commerce and its strategy to face the global world ?